Tobacco Reporter Vol. 95 No. 3 March 1968

THE VIEW FROM HERE

. . . as We See it

IF BRANDS CHANGE, FTC SHOULD RE-TEST

Although cigarette manufacturers have lowered "tar" and made changes in at least 14 brands covered in the Federal Trade Commission's November (1967) report, there are indications that FTC may not re-test these brands before issuing its next listings.

The report is now expected in early summer, and there are clues that FTC is limiting its current testing to those brands that it did not pickup for the earlier test. The Commission apparently intends to combine the two tests into a listing of all U. S. brands.

From here the idea of the Federal Government testing cigarettes for nicotine and "tar" looked like a pretty poor idea from the start, but certain people held that the move would "encourage manufacturers to lower nicotine and 'tar.'"

If this was a purpose of the listing, how can FTC conceivably overlook changes in those brands that have lowered nicotine and "tar"? What's more, it is understood that in several instances the FTC lab technicians may have put certain brands too far into the testing machine ports, covering up some of the holes in the air filtration filter. A few of the FTC measurements differ sizeably from some independent analyses made by the companies for these brands.

Meanwhile, two of the brands that carry nicotine and "tar" figures on the packs tested out higher in the FTC tests. These manufacturers are apparently under pressure from FTC to change the labels. Aren't these brands going to be re-tested either?

From here it would seem that the only responsible position for FTC would be agreement to re-test those brands that have changed or where earlier measurements might have been in error, as well as all those brands not included in the earlier tests, even if the date for issuing the second listing is pushed back two or even three months.

PM3000887334

Source: https://www.industrydocuments.ucsf.edu/docs/gznk0001